Title: System and method for targeting object oriented audio and video content to users

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INTERVIEW SUMMARY

A telephonic interview in the above-referenced application was conducted on February 9, 2009 between Examiner Lastra and the Applicants' undersigned representative. The Final Office Action mailed on January 7, 2009 was discussed. Specifically, the Examiner confirmed that the above-referenced amendment made to independent claim 52 will overcome the §101 rejection. Furthermore, the §102(e) rejections in light of Flickinger et al. were discussed. The Applicants wish to thank the Examiner for his time and attention in this case.